

9-5729

THE WHITE HOUSE
WASHINGTON

July 8, 1957

MEMORANDUM FOR

MR. ALLEN DULLES
DIRECTOR
CENTRAL INTELLIGENCE AGENCY

At Governor Adams' request, I am sending you this copy of a revised draft of a letter prepared for the President's consideration as you requested. Provided you concur in this text we will proceed with it.

A. J. Goodpaster
Brigadier General, USA
Staff Secretary

Gen. Goodpaster advised of the Director's concurrence at 0920 on 10 July 1957. In response to my query he stated it would not be necessary to send him a note of formal concurrence.



Executive Officer

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C O P Y

DRAFT

Dear Mr. Price:

The Crusade for Freedom has long enlisted my support. Together with Radio Free Europe and the Free Europe Committee, these organizations provide the peoples of eastern Europe with truth which is basic to the building of a just and peaceful world.

Through the Crusade for Freedom millions of our citizens have voluntarily helped to finance Radio Free Europe's broadcasts. The stirring events of the last year are proof that the spirit of freedom is alive in the hearts of peoples everywhere and receptive to the message of Radio Free Europe.

I am glad to learn you have accepted the national chairmanship of the 1958 Crusade for Freedom. Now, in asking others to assist you, I hope you will tell them of my deep and continuing interest in the Crusade, a private enterprise which serves the cause of freedom with truth and power.

With warm regard,

Sincerely,

Mr. Gwilym A. Price
President
Westinghouse Electric Corporation
3 Gateway Center
Pittsburgh 30, Pennsylvania

Free Europe Comm.

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THE WHITE HOUSE

Washington, D. C.

Dear Mr. Price (Bill):

Ever since their founding several years ago I have been an enthusiastic supporter of Radio Free Europe, the Free Europe Committee, and the Crusade for Freedom. These organizations work together to provide the oppressed peoples of eastern Europe with the unbiased truth. It is essential that this work continue.

Through the Crusade for Freedom millions of private American citizens have helped to finance Radio Free Europe's broadcasts. The stirring events of the last year stand as proof that the same spirit of freedom which is the basis of our free society is alive in the hearts of the captive peoples. Radio Free Europe assures these people of our belief in their cause.

It gives me great satisfaction that you have accepted the national chairmanship of the 1958 Crusade for Freedom. I know that you will make the same effective contribution as did the distinguished predecessors in the chairmanship, Henry Ford II and Eugene Holman. In asking others to assist you, you may tell them of my deep and continuing interest in the Crusade as a private enterprise which has so valuably served the cause of the free world.

With my grateful thanks and warm personal regards.

Sincerely,

s/Dwight D. Eisenhower

THE WHITE HOUSE

WASHINGTON

July 19, 1956

Dear Gene:

As you know, the Free Europe Committee, the Crusade for Freedom, and Radio Free Europe constitute a group of activities that I have enthusiastically supported since their inception some years ago. I have just heard that you have indicated a possible willingness to head up the Crusade for Freedom Drive for another year. I sincerely hope you will find your way clear to do so.

Just at this moment, when developments on the other side of the Iron Curtain clearly show that the yearning for freedom remains alive and vibrant, it is particularly important that the Crusade continue its effective work. For maximum usefulness, wide contributions by American citizens and American enterprise are essential in this work.

The list of those whom you would propose to associate with you in this work has been shown me. In inviting them to do so, I trust that you will tell them of the deep and continuing interest I take in the Crusade for Freedom because of its proven value to this country and the free world.

With my grateful thanks and warm personal regard,

Sincerely,

A handwritten signature in dark ink, appearing to read "Dwight D. Eisenhower". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Eugene Holman, Esq.
Chairman of the Board
Standard Oil of New Jersey
30 Rockefeller Plaza
New York, New York

CRUSADE FOR FREEDOM, INC.

Meeting of the Executive Committee - April 15, 1957

A meeting of the Executive Committee was held in the Board Room of the Standard Oil Company (New Jersey) 30 Rockefeller Plaza, New York, New York at 2:45 P.M. on April 15, 1957.

The following Committee Members and Directors were present:

Eugene Holman
Arthur W. Page
Lt. General Willis D. Crittenger
Dr. Frank Stanton
Cecil Morgan

Also present were:

John M. Patterson	Executive Vice President of the Crusade for Freedom
Leon F. Lundmark	Secretary and Treasurer of the Crusade for Freedom
Andre F. Rhoads	Director of Field Operations of the Crusade for Freedom
George W. Campbell	Director of Public Information of the Crusade for Freedom
Richard W. Kimball	John Price Jones Company Incorporated
Allan Wilson	Vice President of The Advertising Council Inc.

The meeting was called to order at 2:45 P.M. by Mr. Holman, Chairman.

Mr. Patterson reviewed the minutes of the Executive Committee Meetings held on August 22, 1956, October 17, 1956 and January 4, 1957, which were unanimously approved by the Committee.

Mr. Patterson reported on the progress of the 1957 Campaign including a comparison of personnel for this and the last Campaign; the scope of Crusade's Corporate work; the successful Newspaperboys Campaign with the total circulation of participating newspapers; and the support and assistance given by national

Meeting of the Executive Committee
April 15, 1957

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organizations. Mr. Patterson gave an interim report of funds on hand and emphasized that more Americans than ever before had been reached by the various methods Crusade employed in the 1957 Campaign,

Mr. Rhoads outlined the new plan employed this year by the Federal Government to combine the solicitation of the Federal Agencies and employees in the United States and overseas.

Mr. Rhoads also exhibited the large and small printed awards and embossed cigarette lighters, which will be awarded this year to those who gave so generously of their time and efforts in the present Campaign.

Mr. Patterson requested that the record show the full appreciation by Crusade's volunteer and professional workers, of the very generous assistance given to the 1957 campaign work by Mr. Eugene Holman.

Mr. Patterson called on Mr. Allan Wilson, Vice President of The Advertising Council, Inc., who described the Council's work including all forms of media, with comparisons showing increases in the effectiveness of the 1957 Campaign over last year's, including the number of people reached by Crusade's message.

Mr. Holman stated that The Advertising Council had done an outstanding job, the cost of which, if it could be obtained by paid advertising, would represent an expenditure of at least \$5,000,000.

Dr. Stanton observed that The Advertising Council work had had a very great impact not only on the networks but also on individual radio stations.

Mr. Patterson called on Mr. G. W. Campbell, who described the extent and volume of publicity obtained through the efforts of Crusade's public information Staff.

(See attached reports by Messrs. Patterson, Rhoads, Campbell and Kimball.)

The Committee unanimously approved of the 1957 Campaign work as outlined.

Mr. Holman called on Mr. Patterson who outlined the plans for the 1958 Campaign. They include an increase and intensification in field operations, and in the Corporate solicitations handled by the John Price Jones Company Incorporated. He reported that Crusade plans to retain the present volunteer State Chairmen where feasible and hopes to include a larger labor representation in the Corporate and Sponsors Lists.

Mr. Patterson called on Mr. Rhoads, who stated Crusade must increase it's paid part-time State Campaign Directors because of the stiff competition of other soliciting organizations, and the trend towards the reduction of larger donations.

Mr. Patterson told of the October Munich Trip which will cost \$28,055 as compared with \$29,500 in 1956; briefly described the 1958 Campaign film to be made in Munich, and touched on films to develop a more effective speakers bureau.

Mr. Holman called on Mr. Patterson who described the details of the 1958 Campaign budget of \$1,000,000.00. After some discussion, the Committee unanimously approved the budget.

Mr. Holman asked for and obtained the Committee's unanimous approval of the contract with the Pan American World Airways System for the charter of an airplane to carry Crusade passengers to Europe and return in October for the sum of \$28,055.

Mr. Holman called on Mr. Patterson who explained the change in plans for our Washington Office, which changes the \$25,000 fee basis of payment to Mr. John A. De Chant to a fee of \$15,000 per annum plus expenses, effective July 1, 1957.

The Committee unanimously approved the 1958 Campaign plans.

Mr. Holman called for an official recommendation to be sent to the full Board of Directors for the nominations of Board Chairman and President. After a general discussion, Mr. Gwilym A. Price, was recommended as Chairman of the Board and Mr. Arthur W. Page as President. Mr. Page moved that Mr. Holman be nominated as chairman of the Executive Committee. The three nominations were unanimously approved by the Committee as recommended.

Mr. Holman raised the question of a Special Board Meeting to be held on May 13, 1957. After a discussion the request met with general approval of Committee.

Meeting of the Executive Committee
April 15, 1957


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There being no further business for the Committee to consider, it was moved and approved that the meeting adjourn.

The meeting adjourned at 3:50 P.M.



Executive Vice President



Secretary

MEMORANDUM FOR: MR. DULLES

[] feels this is not as warm and enthusiastic as he would like to see it. He recalls that the President personally revised the letter that was sent last year to do just this.

9 July 57

(DATE)

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ER File

FORM NO. 101
1 AUG 54

REPLACES FORM 10-101
WHICH MAY BE USED.

ER 9-5129 & Draft of
Phase letter sent to Do. (71)